

## **Red Carpet Logistics: Logwin offers new product for the fashion sector in Asia**

**Grevenmacher (Luxembourg)** – The global logistics service provider Logwin is now offering a special product for the fashion sector in Asia – its “red carpet logistics”. The first step in its introduction throughout Asia was taken in Shah Alam, Malaysia, where Logwin opened a warehouse specially dedicated to the requirements of exclusive fashion articles in November 2011. Additional dedicated warehouses are scheduled to follow at locations in Singapore, Hong Kong, Shanghai, Sydney and Jakarta.

“Red carpet logistics” combines the transport of high-quality fashion products from and to Asia as well as within Asia with specially equipped warehouses and advanced services for the fashion and lifestyle industry. The first warehouse in Shah Alam is located approximately 30 kilometres from the Malaysian capital Kuala Lumpur. This is where the logistics specialist provides its customers from the fashion sector with exclusive services.

In the next phase Logwin will be upgrading its existing fashion warehouses in Hong Kong, Singapore, Shanghai and Sydney to meet the exacting “red carpet logistics” standards. Finally the network will be expanded to include Indonesia, India and additional locations in China. Warehouses are also planned for Thailand and Vietnam. The storage area of these facilities ranges from 9,000 m<sup>2</sup> to 18,000 m<sup>2</sup>.

### **Quality logistics for premium brands**

“The concept is aiming to server the growing demand for premium European brands in Asia”, explains Marc Wijnen, Director Logistics at the Logwin business segment Air + Ocean. At the same time Logwin will also be focusing its “red carpet logistics” on premium Asian brands intended for export to Europe, Australia and the USA. “Our intention with 'red carpet logistics' is to reposition ourselves on the Asian market. We are rolling out the proverbial red carpet for our customers and their brands,” says Helmut Kaspers, COO of the business segment Air + Ocean at Logwin.

Particularly high-value premium products from the fashion and lifestyle field need special service that takes account of their exclusive quality. Logistics for this sector is a niche market with sophisticated requirements. “We have involved experts from the fashion and lifestyle industry in designing the 'red

carpet logistics' concept in order to ensure that we are speaking the same language as our customers," says Helmut Kaspers. The articles that Logwin transports all over the world are very often time-sensitive and logistics must satisfy the highest demands. Logwin can look back on many years of logistical experience in the fashion and lifestyle sector and offers its customers in Europe, for example, the largest logistics network for hanging garments. With its AirTextainer the company developed a special box for the space-saving and careful transport of fashion products around the world.

### **Growing demand in Asia**

The Asian fashion market is already the largest in the world. It is expected to become 35 per cent larger than that in Western Europe by 2015. Trade in clothing grew by 7.6 per cent in Asia in 2010 alone according to a study by Euromonitor in 2011. PricewaterhouseCoopers has predicted that demand for fashion and clothing will grow by 4.7 per cent in Asia this year, with China leading the way with an increase of 10.8 per cent.

### **Fashion metropolis Malaysia**

The Malaysian International Fashion Alliance (mifa) wants to establish Malaysia as an Asian fashion hub. The company, founded in 1995, specializes in planning, holding and marketing fashion events. mifa has been organizing the Malaysia International Fashion Week (MIF-W) since 2003. Besides organizing events, mifa also develops business models and brands for Malaysian fashion designers.

Logwin became a cooperation partner of mifa in 2011 and will have its own lounge at this year's Fashion Week being held in Kuala Lumpur between 21 and 27 November. Customers and designers have been invited to visit Logwin to exchange ideas and to obtain information on fashion logistics.

**About Logwin AG**

As an external partner, Logwin AG, Grevenmacher (Luxembourg), develops a comprehensive range of logistics and service solutions for trade and industry. In 2010, the group generated sales of 1.4 billion euros and currently employs approximately 5,900 staff. Logwin operates in all main markets worldwide and has over 250 locations across all continents. With its two business segments Solutions (customer-focused contract logistics solutions) and Air + Ocean (global air and sea freight activities), Logwin AG is one of the leaders in the market.

The Logwin business segment Air + Ocean is represented at over 200 locations, of which 115 are wholly-owned, on all five continents. Around 2,000 employees provide air and sea freight transport as well as specially tailored and complex logistics solutions. The focus of our international engagement is in Europe, Asia, Australia, South America and Africa. The global network is reinforced by partnerships and cooperation agreements, which include membership of the sea freight cooperation Group 99 and the air freight cooperation FUTURE.

Logwin AG is listed in the Prime Standard of the Deutsche Börse. The majority shareholder is DELTON AG, Bad Homburg (Germany).

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